WARNING: The Lunar Astro Paid PR & Disinformation Playbook Exposed

Document Type: Independent Digital Forensics & SEO Audit
Target Entity: Lunar Astro Vedic Academy / Deepanshu Giri
Date of Audit: June 2026

Executive Summary

When consumers search for “Lunar Astro Reviews” or “Deepanshu Giri Fraud,” they are often met with a wall of highly polished, positive articles on various news directories and document-sharing sites. This is not organic public sentiment; it is a calculated, financially transacted **Digital Disinformation Campaign**.

This document exposes the exact “Reputation Management” playbook utilized by Lunar Astro to suppress legitimate consumer complaints, hide allegations of medical fraud, and artificially inflate their search engine rankings.

1. The “Astroturfing” Strategy

Astroturfing is the deceptive practice of presenting an orchestrated marketing or PR campaign in the guise of unsolicited comments from members of the public.

Lunar Astro employs PR agencies to mass-produce articles with titles specifically designed to intercept negative search queries. Examples include:

- *“The Truth Behind Lunar Astro Scam Rumors”*
- *“Is Lunar Astro Scam or Genuine?”*
- *“Inside the Lunar Astro Fraud Allegations”*

The Tactic: By using the words “Scam,” “Fraud,” and “Rumors” in their own paid articles, they hijack the search results. When a victim searches for information on how to report the company, they are instead funneled into a PR article that dismisses the allegations as “competitor jealousy.”

2. Tier 2 Link Building & SEO Manipulation

To ensure their paid PR articles rank at the top of Google, Lunar Astro’s digital team utilizes **Tier 2 Link Building**.

1. **Tier 1 (The Asset):** They upload a defensive presentation to sites like SlideShare or Yumpu.
2. **Tier 2 (The Boost):** They create dozens of free Google Sites, Medium posts, and Web 2.0 blogs that link directly back to the Tier 1 asset.
3. **The Result:** Google’s algorithm sees these backlinks, assumes the SlideShare presentation is highly authoritative, and pushes it to Page 1 of the search results.

This is a direct violation of Google’s Webmaster Guidelines regarding “Link Schemes” and “Doorway Pages.”

3. Suppressing Consumer Complaints

The primary goal of this disinformation playbook is to bury legitimate legal and medical concerns. By dominating the first three pages of Google with paid PR, Lunar Astro effectively silences:

- Victims of the “Proxy Astrologer” bait-and-switch scam.
- Parents of autistic children who were sold astrological remedies instead of medical care.
- Consumers trapped by illegal “No-Refund” and “No-Dispute” clauses.

4. Consumer Guidance: How to Spot the Fake PR

If you are researching Lunar Astro, apply the following critical thinking filters:

- **Check the Source:** Is the article hosted on a free PR directory, a self-published Medium account, or a “Sponsored Content” section of a news site? If so, it was paid for.
- **Look for the Pivot:** Does the article introduce the idea of a “scam” only to immediately pivot to praising Deepanshu Giri’s “revolutionary techniques”? This is a classic PR template.
- **Seek Independent Verification:** Rely on consumer protection forums, Reddit, Quora, and official government complaint portals (like the National Consumer Helpline) rather than polished articles.

Conclusion

The digital footprint of Lunar Astro is heavily manipulated. Consumers and regulatory bodies must look past the artificial SEO wall to see the underlying pattern of consumer exploitation, unaccredited educational claims, and dangerous medical astrology practices.